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Folder Title: President Wolfensohn - Briefing Materials for President's Speeches - Video Recording (Not the Actual Video) - Video News Release for the World Bank - World Wildlife Fund Alliance for Forest Conservation and Sustainable Use - March 30, 1998

Folder ID: 30490066

Series: Speaking engagement briefing materials

Dates: 03/30/1998 – 03/30/1998

Subfonds: Records of President James D. Wolfensohn

Fonds: Records of the Office of the President

ISAD Reference Code: WB IBRD/IDA EXC-13-10

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THE WORLD BANK

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Video Recording: Video News Release for the
World Bank - World Wildlife Fund Alliance for
Forest Conservation and Sustainable Use

Monday, March 30, 1998
Meeting Room (MC12-755)

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President Wolfensohn - Briefing Book for President's Meetings - Briefing Material
Video Recording - Video News Release for the World Bank - World Wildlife Fund

Archive Management for the President's Office

Document Log

Reference # : Archive-02147

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A. CLASSIFICATION

☐	Meeting Material
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☐	Speeches

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☐	Communications with Staff

☐	Phone Logs
☐	Calendar
☐	Press Clippings/Photos

☐	JDW Transcripts
☐	Social Events
☒	Other

B. SUBJECT: VIDEO RECORDING: VIDEO NEWS RELEASE FOR THE WORLD BANK - WORLD WILDLIFE FUND ALLIANCE FOR FOREST CONSERVATION AND SUSTAINABLE USE // JDW TO MAKE REMARKS // (B) (N) VENUE: MC-12-755 (MTG. RM.) TIME: 3:00 - 3:30 P.M. // CONTACT: MICHAEL KIERNAN @ 35977 // IN ATTENDANCE: JDW, KIERNAN, CAROLINE // (3/27) ADDED: ANITA GORDON (ADVISED BY SAME) NOTES: (2/24) CLEARED AND REQUESTED THRU CAROLINE // EVENT LINKED TO APRIL 29 EVENT ON SAME TOPIC // (B) KIERNAN // DUE: TUESDAY, MARCH 24 EXC: CA // ALI (2/27)

DATE: 03/30/98

Brief includes:

---Interviewer questions to prepare JDW for his portion of the Video News Release clip

---Full Video News Release Script

C. VPU

Corporate

☐	CTR
☐	EXT
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☐	MPS
☐	OED
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☐	TRE

Regional

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☐	Inspection Panel
☐	Kennedy Center
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D. EXTERNAL PARTNER

☐	IMF
☐	UN
☐	MDB/Other IO
☐	NGO
☐	Private Sector

☐	Part I
☐	Part II
☐	Other

E. COMMENTS:

File Location ☒ EXC ☐ ISC ☒ Archives	Cleared By Caroline Anstey (Marie)	Date: 04/07/98
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 View Update History

Interviewer questions to prep Mr. Wolfensohn for his portion of the VNR clip

- 1. What are the World Bank targets for Forest conservation and sustainable use?**

The World Bank will work with its client countries to achieve the targets of (1) an additional 50 million hectares of effectively protected priority forest areas and (2) 200 million hectares of the world's production forests under independently certified sustainable management by the year 2005. Every effort will be made to achieve these targets in a broad ecological range of forest types.

- 2. Why did the World Bank seek a global forest alliance with WWF?**

Both organizations share concern for biodiversity, climate change, deforestation and forest degradation, and recognize the urgency of dealing with these problems. Both groups agree that their effectiveness would be greatly increased through a strategic partnership which takes advantage of common goals and complementary skills. The alliance represents a synergistic new approach to the problems facing the world's forests.

- 3. How important is the commitment today by President Cardoso of Brazil to protect 25 million hectares of rainforest?**

I am delighted to join with President Cardoso in announcing this extremely significant step forward in the preservation of these critically important rain forests. The actions taken today will benefit not only Brazilians, but all mankind for generations to come. They also show what can be accomplished when the World Bank and an international conservation organization like WWF combine their strengths and work towards a common goal.

JD's
bit.

Field Script .

World Bank - WWF Alliance for Forest Conservation and Sustainable Use

VNR Script: Draft 4

In a major breakthrough for forest conservation, Brazil today announced plans to protect 25 million hectares of Brazilian Amazon rain forest for future generations.

The pledge -- covering an area slightly larger than Oregon or the United Kingdom -- represents the first major commitment to an alliance for forest conservation and sustainable use established last year by the World Bank and the international conservation organization WWF.

Home to one-tenth of the world's species, the Brazilian Amazon is one of the most biodiverse regions on earth. In pledging to bring 25 million hectares of forest under protection by the year 2000, Brazilian President Fernando Henrique Cardoso is making an extraordinary Gift to the Earth, one that will help ensure the survival of this most important tropical habitat.

I/V James Wolfensohn, President of the World Bank

"I am delighted to join with President Cardoso in announcing this extremely significant step forward in the preservation of these critically important rain forests. The actions taken today will benefit not only Brazilians, but all mankind for generations to come. They also show what can be accomplished when the World Bank and an international conservation organization like WWF combine their strengths and work towards a common goal."

The World Bank-WWF forest alliance was formed last June to encourage countries around the world to set aside at least 10% of their forests as protected areas. As a first step towards this goal, the World Bank committed to helping developing countries place 50 million hectares of forest areas under protection. Only six percent of the world's forest cover is currently protected; the addition of another 50 million hectares would raise that figure to about 7.5%.

I/V Prince Philip, President (Emeritus), WWF International

"Since WWF launched its Forests for Life Campaign last year, 22 countries have pledged to protect at least 10 percent of their forests, but we need another 22 countries with particularly important forests to make similar commitments if we are to reach our goal. The Brazilian pledge, and the World Bank-WWF alliance that secured it, are major steps forward in this regard."

. As a first step towards realizing the new Brazilian commitment, three new protected areas, covering more than 1 million hectares of forest, are being created with World Bank and WWF assistance.

Two of them will be here in the state of Roraima, where fires started by farmers to clear the land are now burning out of control due to the drying effects of El Nino. The fires are now scorching this rich and diverse landscape, consuming everything in their path. This vast area, 200 km from the state capital of Roraima, currently has no rangers or surveillance systems to keep fires from starting, or prevent them from getting out of control.

The creation of the new protected areas will establish these safety mechanisms and help guard against future fires like this one -- or the devastating blaze that destroyed 600,000 hectares of Amazonian rain forest last year.

Currently, less than four percent of the Brazilian Amazonian rain forest is under protection. But when today's pledge to protect an additional 25 million hectares is realized, that figure will increase to 10%, in line with the forest alliance's goals.

Backed by support from the World Bank and WWF, the commitment by Brazil represents a key victory in the battle to save a critically important and rapidly disappearing ecosystem.

But, as Garo Batmanian, Executive Director of WWF Brazil, notes, much more needs to be done.

I/V Garo Batmanian, Executive Director, WWF Brazil

"As the fires in Brazil illustrate, the need for action to conserve the world's dwindling forest resources is urgent. WWF calls on other institutions and governments, particularly in countries where forests are at a great risk, to follow the example set by Brazil today, by committing to protect at least 10% of their forests by the year 2000".